

Virtual HS Meeting
October 26, 2007

- 1) Update on registration process
 - a. All providers are using the traditional process with the exception of the E-Learning center which dumps into the system
 - b. APEX will also be using the registration process shortly
- 2) Update on student numbers
 - a. Spreadsheet provided by Dakota State University
 - b. Discussion on the need to add a field to the data to be able to better disaggregate it to include semester and yearlong courses
- 3) Marketing
 - a. Link to VHS on home page
 - b. Trainings
 - c. Ed Online
 - d. Stories in Zebra
 - e. Presentations across the state
 - f. Dr. Melmer conference calls in with supt
 - g. Other avenues
 - i. Awareness session during trainings for the laptop training
 - ii. Tech coordinator meetings
- 4) Applying for grant from Lumina foundation
 - a. Preliminary due Nov. 16
 - b. Spring 2008
 - c. Three flights of ads throughout the year
 - d. \$200,000 available
 - e. The initial purpose is for an awareness campaign
 - f. The important key will be to assure quality
 - g. Important to let the administrators know that we will be marketing to parents and students
 - h. May be important to attend the counselor meetings across the states
 - i. Cost needs to be addressed but is not the only reason that schools choose to NOT take advantage of online learning
 - j. Discussion was centered on creating an online course for the administrators to familiarize them with online learning
- 5) Consideration for providers to do their own marketing
 - a. Should reference the SDVHS as well
 - b. This is a win-win situation for all providers
 - c. There are graphics that may be used for marketing their own provider website

- d. Add logos to provider website as well
- e. When at conferences perhaps a uniformity of advertising together
- f. The SDVHS gives a quality control for each provider
- g. Seal “approved provider of the SDVHS”
- h. Discussion on whether a standard banner would be helpful for providers that attend conferences
- i. Suggested that print materials also be part of this

6) Evaluation

- a. Should occur on two levels
 - i. Late March/early April for all HS principals and counselors
 - 1. How was registration?
 - 2. What is your awareness level?
 - 3. Feedback on courses
 - ii. Student survey data
 - 1. End of classes
- b. We have surveys from all providers at this time
- c. Will providers do their own survey and have another one on top of it?
- d. What is the purpose of the student surveys?
- e. The survey was viewed and the hope is to get one finalized to have the K!2 data center put on the website
- f. Online or scan-tron discussed for collection of data
- g. Number of questions discussed – formative data for the instructor or as summative data to report to policy makers?
 - i. Is this aligned to the rubric that was used?
 - ii. More of a report card on the virtual HS
 - iii. Important to give the HS counselor and principal comments sections
- h. Will try to pare it back to 15 or so questions and email out

7) Discussion of rule and statute

- a. What is the saturation of classes on the site?
- b. Are we at a point where we need to limit classes based on saturation?
 - i. Enrollment will help to make these decisions as well
 - ii. Based on demand and format
 - iii. NDIS is a prime example
 - iv. RFP process based on holes in the curriculum?
 - v. How do we determine the need?
 - 1. Advisory council
 - 2. Develop a list of areas disseminated to all providers
 - vi. A need for another advisory council meeting prior to legislative session

- 8) Funding issues for classes discussed
 - a. How do schools pay for additional courses and classes?
- 9) Additional questions?
 - a. Would like a link on the course that would show the schedule
 - b. Current registration database – break into first and last name
 - c. A field that indicates if a class/course is closed
 - d. Look at the 2009 implementation – what is the approval process?
What are the requirements going to be?
 - e. Testing – must be monitored in district
- 10) Discussed the need to have a meeting asap with the advisory council for the purpose of discussing rule/statute changes. Possible dates to include Nov 15 or 16.